

COMPETITION GUIDELINES

2022 SF CAPITALS Logo & Game Jersey Design Competition

WHO CAN SUBMIT AN ENTRY?

All SFHA Voting Members are eligible to submit. A Voting Member is each family unit of a player meeting the age and classification requirements according to USA Hockey Guidelines and whose prescribed fees are paid. You may NOT submit multiple entries.

HOW WILL THE ENTRIES BE JUDGED?

All entries will be available for viewing and voting to all active SFHA members via the virtual gallery. Contestants can vote for others, but not for themselves. Voting will take place between June 6 and 13, 2022.

HOW DO I SUBMIT MY ENTRY?

- ☐ Use the COMPETITION TEMPLATE to create your design and digitize the drawing by taking a photo with your smartphone.
- ☐ Document the color samples by taking a photo of the front and the back with your smartphone.
- ☐ Write a short essay explaining why you chose to design the jersey the way you did.
- ☐ Submit the entry via [COMPETITION ENTRY FORM](#).

WHEN DO I SUBMIT MY DESIGN?

All entries are due by midnight on June 5, 2022.

HOW DO I START?

START WITH A SKETCH

Your jersey is a blank canvas. This means you can literally sketch out a design on a napkin. Have ideas for your team colors, crest, and mascot? Sketch anything you want to be featured on your custom hockey jerseys. How you choose to make your hockey jersey design, and what you choose to feature, will be how your team conveys its identity.

BRING INSPIRATION

Bringing your unique vision to the paper to design your hockey jersey, and taking inspiration from things you admire and love is a good starting point. Here are some sources of inspiration for you to consider.

- Your team (and you) are fortunate to live and play hockey in one of the oldest cities in the United States. Consider going to a library, a museum, or a book store to research notable facts about Santa Fe, New Mexico. What are the Santa Fe and New Mexico official colors? Flower? Bird? Animal?
- Check out your favorite hockey teams' jerseys. Note why you like a particular design, and draw inspiration from it. Be sure to avoid

plagiarism (copying) versus looking for inspirational elements to spark your own original ideas. Whether it's the lightning rod of the Tampa Bay, the famous maple leaf of Toronto, or the war paint of Chicago, adapt your favorite jerseys to take a unique spin on whatever fits your team's personality.

- Check out notable historical events, such as the "Miracle on Ice" of 1980. What teams played in those events? What makes them special?
- Interview your coaches, teammates, teachers, family, and friends for inspirational material.
- Why stop here? Your imagination is the only limit of this exercise. Give it all you've got!

CUSTOMIZATION IS KEY

You might not realize how much you can do when designing a custom hockey jersey. Let other teams simply put their names, number, one color, and maybe a stripe and call it a day. Your team jerseys will rock the ice with the never-seen-before custom design. But you need your imagination, ideas, and courage to get there. Push the envelope. Integrate as many colors as you want, or include images, names, numbers, special fonts, whatever your team desires! Get wild with fading color designs, prints, and characters. Like camo prints? Flowers? You don't want your team to just win the game, you want them to win with their jersey designs too.

COLOR SAMPLES

Though there are very few limitations when it comes to what you can't design for your jerseys, be mindful of the designated graphics areas. Colors on your computer or your markers may look different from the colors when they're printed. It's important to refer to physical samples. This way you get to feel confident that this jersey design is everything you envisioned before your team even gets to try the real thing on! You can collect physical color samples at any paint store. Remember to keep a record and to write down the color numbers you are using.

GET STARTED TODAY!

Now that you're feeling inspired, get your pen to the paper to begin designing your one-of-a-kind custom hockey jerseys. Please use the enclosed line drawing and the checklist when developing and submitting your design.